

REMARKS

Claims 1, 3-12, 15-18, and 20-28 were pending and stand rejected. Claims 1, 16, 18, 20, and 23 are amended. Claims 3, 10, 11, 12, and 15 are canceled. Claims 29 and 30 are newly added. Claims 1, 4-9, 16-18, and 20-30 are pending upon entry of this amendment.

SUMMARY OF INTERVIEW

Applicants thank Examiner Augustine for the telephonic interview conducted with Applicants' representatives on July 16, 2008. During the interview, Applicants' representatives and the Examiner discussed the rejections outstanding in the Examiner's office action and proposed amendments to overcome these rejections. The issues discussed during the interview are summarized in more detail below.

Agreement was reached that the current references do not teach or suggest that the user-selectable formats specify locations of advertising displayed on a search results page. Agreement was further reached that amendments to the claims directed at this feature would overcome the current rejections. Agreement was also reached that such amendments would not present new matter.

REJECTIONS UNDER 35 U.S.C. 103(a)

Claims 1, 4-10, 12, 15-18 and 20-28 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Hess et al. (U.S. Patent No. 6,058,417) in view of Sciammarella et al. (U.S. Patent No. 5,982,369). Claims 3 and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hess in view of Sciammarella and further in view of Barnett et al. (U.S.

Patent No. 6,369,840). Applicants respectfully traverse these rejections as applied to the amended claims.

Amended independent claim 1 recites elements related to displaying search results in response to a search query in a product search engine. Specifically, amended independent claim 1 recites “displaying advertising on the search result page at a location specified by the selected one of the plurality of user-selectable formats”. Support for amended claim 1 is found throughout the specification, including at paragraphs 0018 and 0039.

As agreed during the interview of July 16, 2008, the cited references do not teach or suggest “displaying advertising on the search result page at a location specified by the selected one of the plurality of user-selectable formats” as recited by amended independent claim 1. Hess describes a method and apparatus for information presentation and management in an online trading environment, but does not discuss advertising. Sciammarella describes images representing search results displayed on a screen of a computer system. However, Sciammarella does not teach or suggest displaying advertising on the search result page. Barnett describes a method and system for generating and displaying a calendar containing user-selected events from user-selected categories. However, Barnett does not teach or suggest displaying advertising on the search result page.

The cited references therefore do not teach or suggest every element of amended independent claim 1. The cited references do not teach or suggest every element of amended independent claims 16, 18, 20, and 23 for at least the same reasons. The dependent claims incorporate the elements of their base claims, and are therefore not rendered obvious for at least the same reasons. Accordingly, Applicants respectfully request that the Examiner withdraw these rejections. Applicants also respectfully submit that the claims are allowable

over the applied references for the reasons described above. Accordingly, Applicants respectfully request allowance of this application.

CONCLUSION

If the Examiner wishes to discuss the above amendments and remarks, or if the Examiner believes that for any reason direct contact with Applicants' representative would help to advance the prosecution of this case to finality, the Examiner is invited to telephone the undersigned at the number given below.

Respectfully Submitted,
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